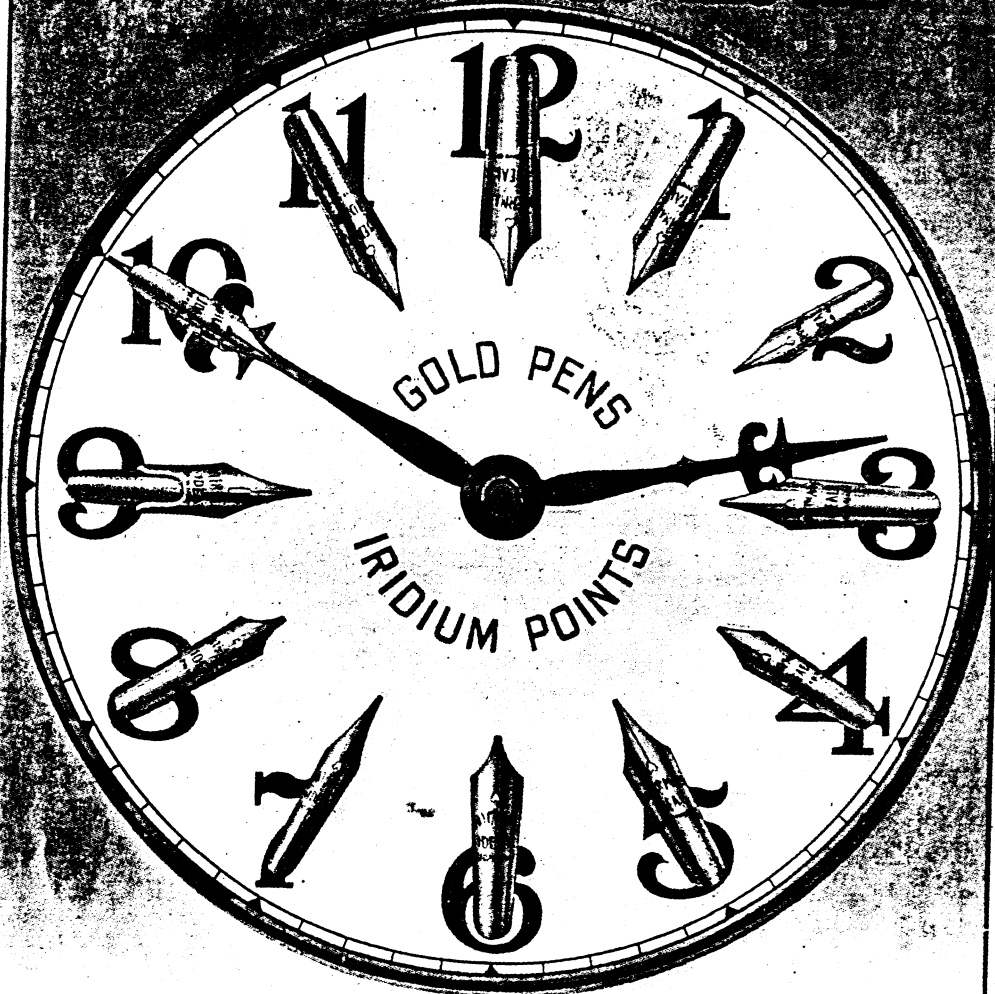


The Pen Prophet

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

Pen of the hour



Two-fifty

For \$2.50 and upwards pens may be purchased. Silver and gold mounted pens are higher priced, as shown at the side. Prices vary according to size of gold pens contained in the holder. Pen points are made to match any steel pen and suit every writer. Tipped with iridium they do not wear out. The Spoon Feed on Waterman's Ideal Fountain Pen has made it the Standard of the World. All reputable dealers carry the genuine. There are imitations.


ETCHED SILVER WITH STERLING CLIP

No 212	\$ 5.50
214	7.50
215	9.00
216	10.00
217	11.50
218	12.50

CARDINAL SILVER FILIGREE

No 12	\$ 5.00
14	7.00
15	8.50
16	9.50
17	11.00

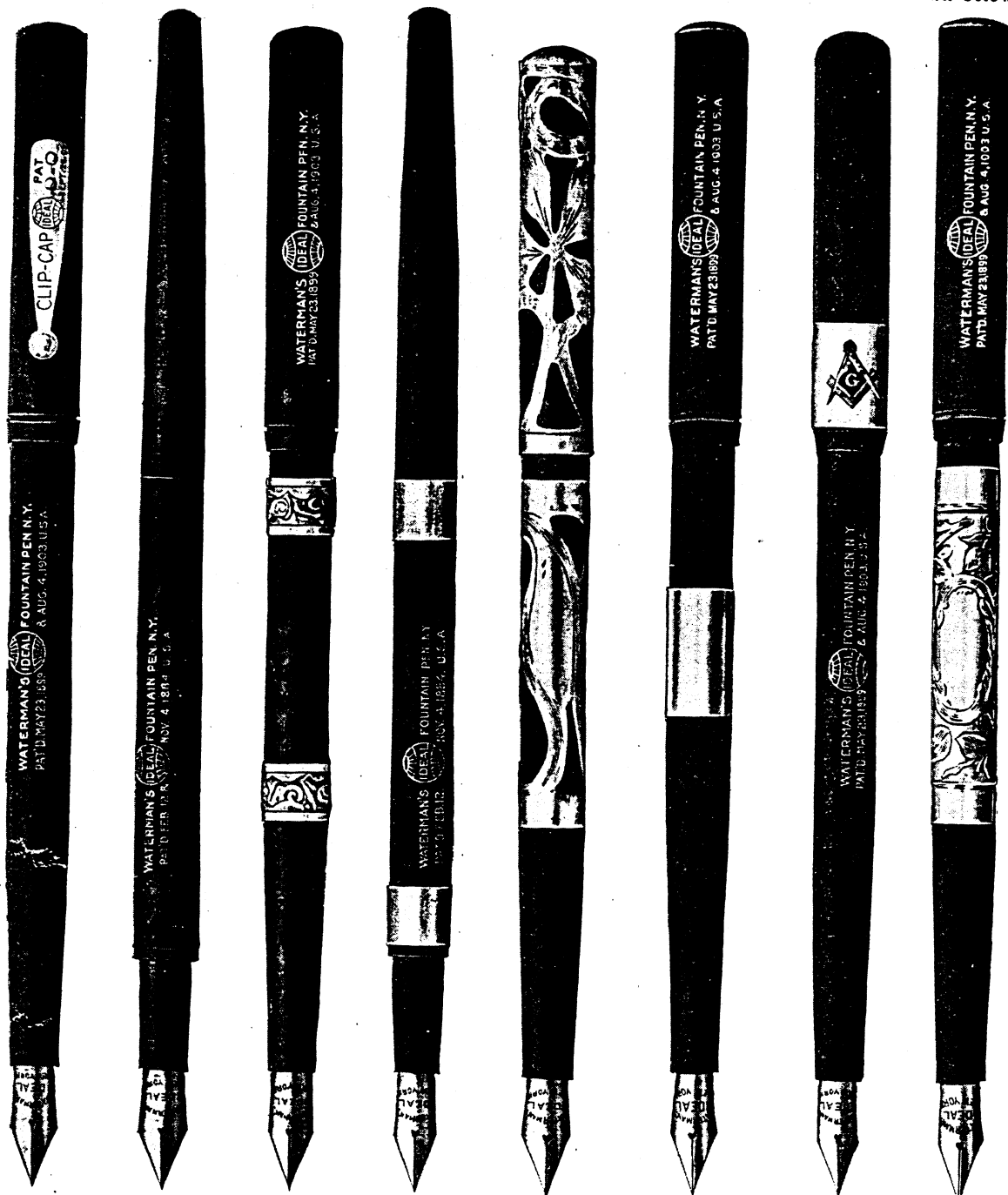
L. B. Waterman Co., 173 Broadway, N.Y.
 209 STATE ST. CHICAGO, 116 SCHOOL ST. BOSTON, 742 MARKET ST. SAN FRANCISCO, 139 ST. JAMES ST. MONTREAL

The Pen  Prophet

Waterman's Ideal Fountain Pen

The pen with  the Clip-Cap

Conceded to be the standard writing instrument of the world. Perfectly simple in construction. Excels in quality of material used and perfection of workmanship. Pens are 14-karat solid gold, tipped with iridium. The gold will not corrode, iridium is almost as hard as a diamond and will not wear. Pen points are made to suit every writer. Any steel pen can be matched. Holders are made in a great variety of styles, some of which are shown below.



Plain & Mottled		Plain, Chased and Mottled.		Gold Mounted, Chased		Gold Mounted, Plain		Silver Filigree with Nameplate		Middle Mounted Solid 14-Kt. Gold		Emblem Pens Blue Lodge also other societies at		Etched Silver with Nameplate	
No.	Net	No.	Net	No.	Net	No.	Net	No.	Net	No.	Net	No.	Net	No.	Net
12	\$2.50	22	\$2.50	12	\$3.50	22	\$3.50	12	\$5.00	G.M.M. 12	\$8.00	212	\$5.00	12	\$2.50
13	3.50	13	4.50	13	4.50	13	4.50	14	7.00	G.M.M. 14	10.00	214	7.00	13	3.50
14	4.00	14	5.00	14	5.00	14	5.00	15	8.50	G.M.M. 15	12.00	215	8.50	14	4.00
15	5.00	15	6.00	15	6.00	15	6.00	16	9.50	G.M.M. 16	15.00	216	9.50	15	5.00
16	6.00	16	7.00	16	7.00	16	7.00	17	11.00	Plain, Engraved or Chased Band		217	11.00	16	6.00
17	7.00	17	8.00	17	8.00	17	8.00	Also Gold	\$12.50	\$25	depending on style	218	12.00	17	7.00
18	8.00													18	8.00

Prices above are for pens and holders complete, with an ink-filler and a box to hold them.

CLIP CAPS as shown on pen at the extreme left-hand side add slightly to the cost, viz.—German Silver, 25 cents extra; Sterling Silver, 50 cents extra; Rolled Gold, \$1.00 extra; Solid Gold, \$2.00 extra.

L.E. Waterman Co., 173 Broadway, N.Y.
 209 STATE ST. CHICAGO. 8 SCHOOL ST. BOSTON. 742 MARKET ST. SAN FRANCISCO. 136 ST. JAMES ST. MONTREAL

The Pen Prophet



Devoted to the interests of

Waterman's Ideal Fountain Pens

VOL. IV

NOVEMBER, 1906

No. 3

The Pen of the Hour

The Side Line that Becomes a Head Line

THE question is often asked by large dealers and by small dealers, "How can I sell fountain pens and what is there in it for me?" and the answer is simple, "Everybody, everywhere, writes."

Writing is not a habit, like smoking, and the purchase of a writing instrument is not a luxury like the purchase of a box of candy or a box of cigars.

It is as much of a necessity as clothing, and it is not confined to any one class.

Everybody writes, and from the earliest times the need has been felt for some writing tool that would combine both pen and ink in one.

It is now generally acknowledged that Waterman's Ideal Fountain Pen is the standard of all writing instruments and, therefore, a desirable thing for anyone.

Someone will say that a fountain pen as compared to the ordinary pen is a relative luxury, but this is not so. It may perhaps be true in the more elaborate styles with silver and gold mountings, but it is most distinctly untrue of the millions of plain holders that are sold annually.

There is as constant and steady a demand for these as there is for ordinary everyday clothes, and there will always be a call for the better grades as there is always a call for the better quality of dress.

A fountain pen combines both pen and ink and carries both in hand at all times. In Waterman's Ideal Fountain Pen the nib is of 14-kt. gold and will not corrode, and the point is tipped with iridium (which is worth about \$1400.00 a pound) and it will not wear out.

Pens of ours purchased from twenty to twenty-five years ago are still in use.

These are things that should be of interest to you.

It is not the ability to make a pen that can be called a fountain pen that counts.

It is the ability to make a pen that will satisfy, and satisfy and satisfy; a pen that will be always the same and that will be guaranteed to give satisfaction to-morrow as well as to-day.

It is not the mere calling of a pen by the modern name that makes it an Ideal writing instrument; it is the fact that it will constantly stand up against all kinds of usage and give always the same service, year in and year out.

Is It a Side Line or a Head Line

IF Waterman's Ideal Fountain Pen is only a side line with you, the reason will be found in the fact that the goods are not well displayed nor energetically handled.

Sometimes a five-cent lead pencil is given greater prominence than a \$5.00 Waterman's Ideal Fountain Pen, whereas the difference in profit should put the Ideal to the front where it belongs.

It has been said that every man can make of himself what he will, and the experience of many dealers who have applied the principles of good salesmanship to the Ideal Pen has proved that any dealer can make of these goods one of the most profitable lines which he carries; in fact, he can make it a head line instead of a side line.

The Pen Prophet

Devoted to easy money-making through the medium of

Waterman's Ideal Fountain Pen

Edited and published by Educational Department
L. E. Waterman Co., New York, N. Y.

Vol. IV November, 1906 No. 3

HEAD OFFICE

173 Broadway - - - - - New York

GOLD PEN FACTORY

Rose and Duane Streets - - - - - New York

RUBBER FACTORY

Seymour - - - - - Conn.

BRANCH OFFICES AND SHOW ROOMS

8 School Street - - - - - Boston

209 State Street - - - - - Chicago

742 Market Street - - - - - San Francisco

L. E. Waterman Co. of Canada, Ltd.

136 James Street - - - - - Montreal

European Offices

12 Golden Lane - - - - - London, E. C.

6 Rue d'Hanovre - - - - - Paris

Via Bossi 4 - - - - - Milan

13 Bankstrasse - - - - - Dresden

The Word of the Hour



Hammer

IF you are really going to sell Waterman's Ideal Fountain Pen—if you are giving space and capital to it and want to get out of it what there is in it—do it now.

Hammer on the merits of Waterman's Ideal Fountain Pens because there is no earthly reason why the average stock cannot be turned over twenty times a year, and should be turned over more than once between now and Christmas.

Take your public into your confidence and center for your own store's profit the widespread advertising which we pay for.

What you should do is to let people know that you have a stock—that your stock is better than that of anyone else in your neighborhood.

If you tell your trade this, let it be the truth. Have your stock as well assorted as your neighbor's, or have a better assortment.

Thousands on thousands of people in all parts of the country have practically made up their minds to purchase a fountain pen. More than nine-tenths of these insist on Waterman's Ideal Fountain Pen.

If you will only emphasize the following features either through your salesmen or through your advertising—and for best results through both—you will easily turn a complete stock over between now and Christmas.

Your stock, therefore, should be a big one. The bigger the stock, the better your opportunity to suit all prospective purchasers.

Hammer On These Points

General Advantages

- 1st—Freedom from the ink-stand.
- 2nd—Instant availability any time.
- 3rd—Writing with a gold pen.
- 4th—Same suitable pen always.
- 5th—Ease in handling—time saved.
- 6th—Always an acceptable gift.

Waterman's Ideal Features

- 1st—Spoon Feed, no skipping—flooding.
- 2nd—Clip-Cap—extensively advertised.
- 3rd—Great variety of pen points.
- 4th—Wide range of styles—ornamentation.
- 5th—Use of "select" iridium on points.
- 6th—Best material and workmanship.

An Important Point

DEALERS everywhere should observe from the facsimile of our magazine advertisement, as reproduced on page 10 of this issue of THE PEN PROPHECY, and from the facsimile of the New York Herald Christmas advertisement, that our different styles of pens have, in some instances, been given special numbers. Therefore, this copy of THE PEN PROPHECY, which reproduces the advertisements, should be kept on file so that any mail orders for pens bearing these numbers may be promptly recognized.

Our Christmas poster is a facsimile of the New York Herald advertisement and will be of assistance in this respect.

The Possibilities in the Line

An article of this kind can be sold by anyone who has a fraction of an ounce of salesmanship.

It can be sold even without salesmanship because the weight of advertising behind it will actually bring trade to any dealer who carries a stock.

It will only be necessary for him to let people know he has it.

The size of the town or the size of the store makes no difference.

Some of our dealers in small stores on side streets do twenty times as much as the larger dealer in a prominent thoroughfare, simply because they display their goods in a show case and put the case in a prominent place.

Now if these things are true of Waterman's Ideal Fountain Pen under ordinary circumstances (and they are absolutely so) how much greater are the opportunities at a season of the year like this, when so many purchases are made for presentation purposes.

Here's the point:—Bearing in mind the fact that "every pen sells ten," you can between now and Christmas build up a subsequently profitable business without any effort because every pen sold will speak for you and work for you after the holiday season.

No one can take this trade away from you because no one can offer advantages of price over you.

There is no cut price competition with Waterman's Ideal Fountain Pens. The selling prices are the same everywhere and the large dealer has no advantages over the small one.

Everyone is on an equal footing, and this fact eliminates risk because the goods are returnable at the purchase price if unsatisfactory.

Something New in Desk Fittings

UPRIGHT PEN STAND

The illustration shown below will appeal to everyone who sees it as something that fills a long felt want.



The man who uses a fountain pen at his desk constantly, will realize that this is the very article he has been looking for.

It is made to fit around our regular Desk Filler ink bottle.

The retail price is 25 cents. It is subject to the usual trade discount.

Emblem Pens

Seize This Opportunity

Toward the end of the year almost all societies, lodges, clubs and fraternal orders of all kinds nominate their officers for the ensuing year, and a little later on they have their annual elections, and then shortly after the first of the year the new officers are installed.

It is now quite customary to make presentations to the retiring officers, and the exceptional number of Emblem pens sold at this time last year, would indicate that many of them were used for this purpose.

This is an opportunity that exists in every town and every State in the Union, because practically every place of any size has one or another of the fraternal orders represented by the emblems listed on the other side.

College Emblem Pens

In addition to the fraternal order Emblem pens, there is another line that has become perhaps even more popular, and this embraces the principal colleges in the United States and McGill College in Montreal, Canada.

Dealers in college towns can fully testify to this, but the Emblem pen business is not in any way confined to college centers. It is necessary that the public in your city should be made acquainted with the fact that there are such pens.

Canadian Emblem Pens

Another outgrowth of this line and one that will be of particular interest to the Canadian trade, is a line carried both by the parent organization in New York and the L. E. Waterman Co. of Canada, Limited, in Montreal.

These embrace Coats-of-Arms and Emblems of many of the different cities and provinces in Canada.

The black and white illustrations shown on the next page give a very poor idea of the beauty of these, because they are enameled in colors on solid gold and mounted on a gold band around the cap.



NO.	EMBLEM	PRICE	NO.	EMBLEM	PRICE	
14	Blue Lodge	\$12 00	14	Princeton	\$12 00	
14	Knight Templar	14 00	14	Columbia	12 00	
14	Scottish Rite	14 00	14	Cornell	12 00	
14	Shrine	12 00	14	University of Penna.	12 00	
14	Knights of Columbus	12 00	14	University of Michigan	12 00	
14	Royal Arcanum	12 00	14	Leland Stanford	12 00	
14	Odd Fellows	12 00	14	Vassar	12 00	
14	B. P. O. Elks	16 00	14	University of Virginia	12 00	
14	Boost Club	12 00	14	New York University	12 00	
14	Yale	12 00	14	Annapolis	12 00	
14	Harvard	12 00	14	West Point	12 00	
NOS.	EMBLEM	PRICE	NO.	PRICE	NO.	PRICE
12-13-14	Maple Leaf	12.. \$6 00	13..	\$7 00	14..	\$7 50
12-13-14	Fleur de Lis	12.. 6 00	13..	7 00	14..	7 50
12-13-14	Dominion	12.. 6 00	13..	7 00	14..	7 50
12-13-14	British	12.. 6 00	13..	7 00	14..	7 50
12-13-14	Nova Scotia	12.. 6 00	13..	7 00	14..	7 50
12-13-14	New Brunswick	12.. 6 00	13..	7 00	14..	7 50
12-13-14	Winnipeg	12.. 6 00	13..	7 00	14..	7 50
12-13-14	Halifax	12.. 6 00	13..	7 00	14..	7 50
12-13-14	St. John City	12.. 6 00	13..	7 00	14..	7 50
12-13-14	McGill College	12.. 5 50	13..	6 50	14..	7 00

for Presentation

College Emblem Pens



Yale



Harvard



Princeton



Univ. Penna.



Univ. Mich.



Columbia



Stanford Univ.



Cornell



West Point



Vassar



Univ. of Va.



N. Y. Univ.



Annapolis

Fraternal Orders and Clubs



Mystic Shrine



Knight Templar



Blue Lodge



Scottish Rite



Elks



Knights of Columbus



Royal Arcanum



Odd Fellows



Boost

Canadian Emblems and Coats of Arms



Maple Leaf



Fleur de Lis



Winnipeg



British



Halifax



New Brunswick



St. John City N. B.



Nova Scotia



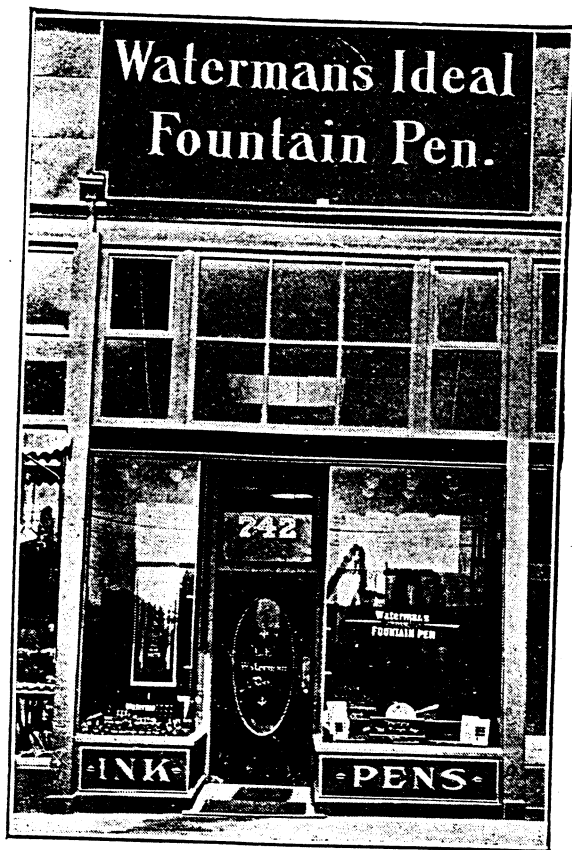
Dominion



McGill College

New San Francisco Store

THE crash in San Francisco that startled the world on the morning of the 18th of April, 1906, destroyed the Pacific Coast Office of Waterman's Ideal Fountain Pens, and after having been temporarily located in Oakland for some time, Mr. F. A. Kenny has succeeded in getting located again in the heart of San Francisco.



The address of the new store is 742 Market Street. It is between the new wholesale and retail districts and is convenient alike to the visiting trade or the retail dealers of the city.

It is exceptionally well lighted with three sky-lights because, the city authorities having allowed the erection of several hundred one-story wooden buildings until more substantial structures can be built, all of these are well lighted from above.

The picture shown here illustrates the front of the building. The windows are handsomely finished and have not the appearance of a temporary shack.

The interior is finished in conformity with the usual style of Waterman stores in other cities. The color scheme is mahogany stained California red wood, which gives a rich and dignified finish.

The usual writing desks for the visiting trade are features of the store, and a full stock of pens, inks and supplies is continually carried on hand at this branch, which looks after the interests of the Pacific Coast dealers and handles repairs and exchanges promptly and efficiently.

Needless to say, all visiting friends in San Francisco will be welcomed cordially at the new store.

An Interesting Lecture

AT the National Business System Show, which was held in Madison Square Garden, New York, from October 27th to November 3rd, was given an interesting lecture on "The History and Manufacture of Writing Instruments, Past and Present."

This was delivered by the Hon. W. E. Smith, the "future mayor of Jersey City" and New York representative for Waterman's Ideal Fountain Pens.

The lecture was illustrated by about fifty or sixty lantern slides and has received considerable mention in the trade papers.

It will be reproduced in booklet form and mailed to any of our dealers who are interested in the development of all writing instruments, from the split reed of the early Egyptians to the present day fountain pen.

Keep this Pen Prophet

[See Note on Page 2]

"An Important Point"

Waterman's Ideal Fountain Pen

The pen with the Clip-Cap

Two Awards in One Day

What does it mean that in one day news should be received from two widely separated quarters of the globe of highest possible awards to this perfect writing instrument?

It means that we are proving what we have for years asserted—that "Waterman's Ideal makes its mark all around the world."

The latest honors are:

HALIFAX, N. S.

Highest Award and Gold Medal, Dominion Exposition

MILAN, ITALY

Grand Prix (highest award) International Exposition

THE
PEN
WITH



THE
CLIP-
CAP

The following is a complete list of the important awards and medals secured for the Waterman's Ideal Fountain Pen.

- | | |
|--|---|
| 1883 The Mechanics Institute, New York, The Medal of Excellence (Bronze). | 1900 International Exposition, Paris, Grand Prix. |
| 1884 The Mechanics Institute, New York, The Medal of Superiority (Bronze). | 1901 Pan-American Exposition, Buffalo (Silver). (Highest awarded to fountain pens.) |
| 1885 The Mechanics Institute, New York, The Special Medal (Silver). | 1901-2 The Inter-State Exposition, Charleston, S. C. |
| 1889 The Exposition Universelle, Paris, The Bronze Medal (Highest awarded to fountain pens). | 1903 The Osaki Exposition, Osaki, Japan (Gold). |
| 1894 The California Midwinter International Exposition, San Francisco (Gold). | 1904 Louisiana Purchase Exposition, St. Louis (Gold and Grand Prize). |
| 1895 The Cotton States and International Exposition, Atlanta (Gold). | 1905 Lewis & Clarke Exposition, Portland, Oregon (Gold). (Highest awarded to fountain pens.) |
| 1897 Tennessee Centennial Exposition, Nashville (Gold). (Highest award given.) | 1906 International Exposition, Milan, Italy, "Grand Prix" (Gold). (Highest awarded to fountain pens.) |
| 1898 Trans-Mississippi & International Exposition, Omaha (Gold). (Highest award.) | 1906 Dominion Exposition, Halifax, N. S. (Gold). |

The Pen! Prophet

The Best Christmas Present

Waterman's Ideal Fountain Pen

The pen with the Clip - Cap

A useful, beautiful and lasting Gift

A LASTING GIFT

Waterman's Ideal Fountain Pen is a gift that will last a great number of years and be of constant service to the recipient and a pleasant and permanent reminder of the giver. Insist on the genuine Waterman's Ideal with a CLIP CAP.

Price Information.

For the guidance of those who have a certain amount of money to spend and want to know what they can purchase in Waterman's Ideal Fountain Pen for that amount we submit a few suggestions below:

For \$2.50 Any one of the three different style holders shown on the left hand side of this page, but without any mounting, may be had in either plain, metal or chased with a No. 2 gold pen. Very serviceable, but naturally not so substantial as those of higher price and with larger gold pens.

For \$3.50 Any one of the pens mentioned above, but with gold mounting, as shown on the same at the top and bottom. Also a plain pen without mounting may be purchased, but containing a larger and more serviceable gold nib.

For \$4.00 A very serviceable fountain pen without any gold mounting may be procured. The size of the gold pen contained in this is a No. 4, the one most widely used.

For \$5.00 Either a finer larger gold pen, No. 5, with plain mounting, or one with filigree silver design mounting. The latter shown in the upper right hand corner of this page.

For \$7.50 Any one of quite a number of the finest fountain pens shown in the middle panel of this advertisement may be purchased at this price. These pens, however, contain an authorized gold nib than the \$5.00 size, unmounted.

For \$10.00 A larger variety is offered and much more elaborate pens may be purchased. X H 685, X H 686, X H 687, with solid gold bands, and X H 613, with the same kind, may be purchased for this price.

For \$12.00 Any one of quite a number of our celebrated Emblem pens may be purchased. These are mounted with enameled emblems of different societies, orders and clubs, and have had an exceptional sale in the past year. As will be seen from the list on the opposite side, a wide number of other elaborate pens may be purchased for this price or a little less.

For \$25.00, \$35.00 AND \$45.00 We have pens to suit the most fastidious, fashioned in solid gold and solid gold, and the best examples of high grade workmanship, particularly appreciated by any present user of Waterman's Ideal Fountain Pen.

Additional Appropriate Gifts
For the ornamentation of a dainty secretary or desk we manufacture very elaborate fountain pen fillers as shown below, which are carried in stock by all high class dealers. Prices are shown beneath the illustrations below.

At Christmas Time
The World is full of them

Waterman's Ideal Fountain Pens



FOR MAN OR WOMAN

To the woman in search of a gift for a man Waterman's Ideal Fountain Pen will come as a particularly appropriate suggestion; it will be of service to him everywhere and become more valuable as time goes on.

Prices of Pens

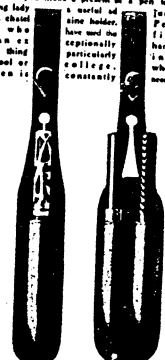
A few of the different pens selling out of the world in the center illustration are given numbers, and the prices of these different styles of fountain pens are shown below. These are made in different sizes and the end figure of each number indicates the size. In ordering from your dealer by mail specify number, description and price given below. If your dealer cannot supply you, specify number and price to us, resending at the same time, and we will see that your order is given prompt attention.

Prices of Pens Shown

- X H 600—Solid gold mounted.—Plain—
No. 12 No. 14 No. 15 No. 16
\$5.00 \$10.00 \$12.00 \$14.00
- X H 601—Silver mounted.—Estate Lily pattern.
No. 214, Rose, \$5.00.
- X H 602—Silver filigree.—
No. 17 No. 18 No. 19 No. 16
\$3.00 \$7.00 \$5.50 \$9.50
- X H 603—Gold mounted.—(G. M. M.), Engraved
band on middle.—
No. 12 No. 14 No. 15 No. 16
\$8.00 \$10.00 \$12.00 \$13.00
- X H 604—Filigree—Solid or Filled gold.—
No. 314 No. 0212 No. 0314
\$25.00 \$10.00 \$12.00
- X H 605—Patch.—Silver and Gold Filled.—
No. 008 No. 0202 No. 0204
\$10.00 \$10.00 \$15.00
- X H 606—Chased Filigree.—Gold Filled and
Solid Gold.—
No. 0314 No. 314
\$5.00 \$20.00
- X H 607—Chased.—Silver, Gold Filled and Solid
Gold (same plate).—
No. 222 No. 224 No. 0224 No. 224
\$8.00 \$8.00 \$10.00 \$25.00
- X H 608—Enamel Silver.—
No. 212 No. 214 No. 215 No. 216
\$5.00 \$7.00 \$9.50 \$9.50
- X H 609—Silver Filigree.—Cardinal,
red ink.—
No. 12 No. 14 No. 15 No. 16
\$5.00 \$7.00 \$8.50 \$9.50
- X H 610—Reposé.—Silver and Solid Gold.—
No. 401 No. 574
\$11.00 \$10.00
- X H 611—Colibri.—Silver, Gold Filled and
Solid Gold.—
No. 502 No. 504 No. 652
\$7.00 \$11.00 \$10.00
- X H 612—Barleycorn.—Silver and Solid Gold.—
No. 222 No. 224 No. 224
\$10.00 \$7.50 \$20.00
- X H 613—Chased.—Solid Gold Mounted.—
No. 14 No. 15 No. 16
\$5.00 \$10.00 \$12.00

Leather Pockets & Chateleines

When you make a present of a pen to a young lady, a useful and elegant pen is a choice. It is a little thing that is particularly useful in school or a college. It is a little thing that is particularly useful in school or a college.



One part Chat. 30 cents. Two part Chat. 40 cents. Same prices Opposite.

Appropriate Gift Boxes

With all orders for mounted pens at this time the dealer will supply you with a morocco covered box containing filler. Our dainty holly boxes are supplied with either mounted or plain pens.

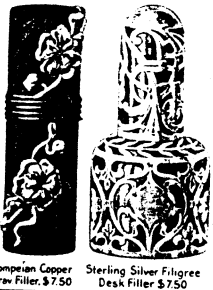
The Pens illustrated on this sheet can be secured from your Dealer anywhere. If he cannot supply you or make exchanges as desired, write to our nearest depot. Full stocks carried by all the leading Stationers, Jewelers, Opticians, Druggists, Department and General Stores.

L. E. Waterman Co., 173 Broadway, New York

8 School St., Boston
209 State St., Chicago

136 St. James St., Montreal
742 Market St., San Francisco

12 Golden Lane, London
6 Rue de Hanovre, Paris



Same price as the Pen. Pumpkin Copper Trav. Filler, \$7.50. Sterling Silver Filigree Desk Filler, \$7.50.

Waterman's Ideal Fountain Pen

The pen with  the Clip-Cap



Solves the Xmas problem



Styles A and D

Plain or Chased

No.	No.	Price
A 12 or D 22	..	\$2.50
A 13 or D 23	..	\$3.50
A 14 or D 24	..	\$4.00
A 15 or D 25	..	\$5.00
A 16 or D 26	..	\$6.00
A 17	..	\$7.00
A 18	..	\$8.00

Style B

Plain or Chased

German Silver Clip

No.	Price
B 12 With Clip	\$2.75
B 13	\$3.75
B 14	\$4.25
B 15	\$5.25
B 16	\$6.25
B 17	\$7.25
B 18	\$8.25

Style C

GOLD BANDS

Plain or Chased

No.	*Price
C 12 G. M.	\$3.50
C 13 G. M.	\$4.50
C 14 G. M.	\$5.00
C 15 G. M.	\$6.00
C 16 G. M.	\$7.00

*See price of Clips in next column



Style E GOLD BANDS

Plain or Chased

No.	Price
E 22 G. M.	\$3.50
E 23 G. M.	\$4.50
E 24 G. M.	\$5.00
E 25 G. M.	\$6.00
E 26 G. M.	\$7.00

Style F

SILVER FILIGREE

With Nameplate

No.	Price
F 12 Fil.	\$5.00
F 14 Fil.	\$7.00
F 15 Fil.	\$8.50
F 16 Fil.	\$9.50
F 18 Fil.	\$12.00

Style G

GOLD BANDS

Plain or Chased

No.	Price
G 2 G. M.	\$3.50
G 3 G. M.	\$4.50
G 4 G. M.	\$5.00
G 5 G. M.	\$6.00
G 6 G. M.	\$7.00

CLIPS ADD TO COST—

German Silver 25c.
Sterling Silver 50c.
Rolled Gold \$1.00
Solid Gold \$2.00

Unit figure in number indicates size of gold pen contained in holder.

For Man or Woman - Boy or Girl

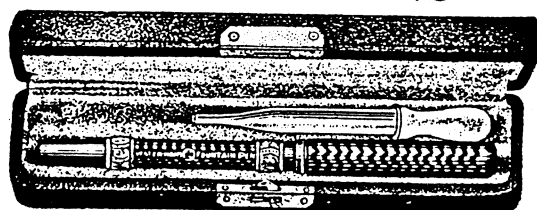
The Christmas problem is to find a suitable gift. Waterman's Ideal Fountain Pen solves this problem because it means pleasure to the giver and satisfaction to the user whether man or woman, boy or girl. To the woman in search of a gift for a man this pen will come as a particularly appropriate suggestion. It is of service everywhere and becomes more valuable as time goes on. With a present of this kind goes the satisfaction of having given the best because—there are imitations. Insist on the genuine.

CHRISTMAS PRESENTATION BOXES



FOR UNMOUNTED PENS

For sale almost everywhere If your town has no dealer write for Xmas booklet.



FOR GOLD MOUNTED PENS

L.E. Waterman Co., 173 Broadway, N.Y.
8 SCHOOL ST., BOSTON · 209 STATE ST., CHICAGO · 136 ST. JAMES ST., MONTREAL ·
742 MARKET ST., SAN FRANCISCO · 12 GOLDEN LANE LONDON, E.C.

Never accept substitutes: insist on getting what you ask for.

December Advertising

The advertisement shown on the opposite page, or something similar to it, showing our principal styles of pens, will appear in the latter part of November and the early part of December in all of the following publications. In many instances it will be different and very much larger; for instance, in the Saturday Evening Post and many others of a like character it will occupy a full page space in those publications and the New York Herald advertisement will be a duplicate of the design shown in the middle of this issue but will be reproduced in colors the full size of the newspaper page.

Appleton's Booklovers, Cover, Colors,	Overland Monthly, Cover,
Outlook, Cover, Colors,	Quiver, Cover,
Pacific Monthly, Cover, Colors,	Strand, Cover,
Sunset, Cover, Colors,	Cosmopolitan,
Scrap Book, Cover, Colors,	Country Life,
Sunday Magazines, Cover, Colors,	Harpers,
New York Tribune, Dec. 9th,	House Beautiful,
Boston Post, Dec. 9th,	Independent,
Chicago Record-Herald, Dec. 9th,	McClure's,
St. Louis Republic, Dec. 9th,	Munsey's,
Pittsburg Post, Dec. 9th,	Modern Methods,
Philadelphia Press, Dec. 9th,	Reader,
Minneapolis Journal, Dec. 9th,	Red Book,
Denver Rocky Mountain News, Dec. 9th,	Review of Reviews,
New York American, Dec. 2nd,	Smart Set,
Boston American, Dec. 2nd,	Lippincott's,
Chicago American, Dec. 2nd,	Travel,
San Francisco Examiner, Dec. 9th,	World To-day,
Los Angeles Examiner, Dec. 9th,	World's Work,
Home Magazine, Cover, Colors,	Scribner's,
Saturday Evening Post, 2nd, Cover, Dec. 8th,	Everybody's,
Suburban Life, Cover, Colors,	Army and Navy Life,
Theatre, Cover, Colors,	Tales,
Smith's, Cover, Colors,	American Magazine,
Popular, Cover, Colors,	Canadian Magazine,
Mail and Express, Cover, Colors,	Century,
New York Herald, Full Page, Xmas Number,	Current Literature,
New York Herald, ¼ page, Comic Supplement,	Out West,
Literary Digest, Nov. 24th, Cover, Colors,	Pitman's Journal,
Gunter's, Cover,	System,
Travelers' Railway Guide, Cover,	Literary Digest, Dec. 15th,
Atlantic Monthly, Cover,	Literary Digest, Dec. 22nd,
Bookman, Cover,	Saturday Evening Post, Dec. 1st,
Cassell, Cover,	Brooklyn Life,
Critic, Cover,	Ava Maria, December 8th,
Metropolitan, Cover,	Ladies' Home Journal,
National, Cover,	Success,
Delineator,	Woman's Home Companion,
New Idea,	Youth's Companion,
Designer,	Vogue, Dec. 6th,
McCall's,	Broadway,
New Age, Cover,	Christian Work and Evangelist,
Official Guide, Cover,	Engineering Magazine,

and almost a hundred other publications of a less general character, such as Technical Journals, Trade Papers and Newspapers in all principal cities of the United States and Canada. For instance, on December 2nd our ad. will appear in newspapers in 1000 different towns in this country; all this for the dealers' benefit. Take advantage of it.

This list does not embrace any of our European publicity, which is in the hands of our London office.

Electrotypes for Christmas Advertising

On this page and on the following are shown several reproductions of newspaper electrotypes that we have had made for the use of those of our dealers who take space in the newspapers at this time of the year.

Each of them has been given a number, and we will be very glad to send one or more forward with any shipment. Tell whether you desire single or double column electros or order them by number.

On page 16 will be found an order blank which can be torn out of this issue of THE PEN PROPHECY and returned to us with a request for as many of these electros as you may have use for.

With the exceptional amount of newspaper and magazine advertising that we do at this time of the year, as shown on the preceding pages, it is to the decided advantage of any dealer to have one or more of these electros and insert it in his local newspaper so as to bring to himself the benefits of our widespread publicity.

Letting the public know that you have our goods will bring you trade, not only in Waterman's Ideal Fountain Pens, but it will stamp you as a progressive dealer.

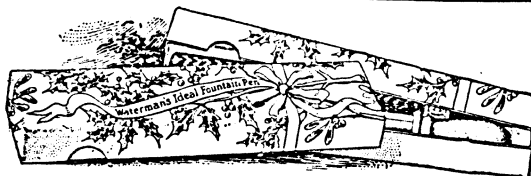
Electro No. 812



To the Woman in Search

of a man's Xmas gift a Waterman's Ideal Fountain Pen is just the thing.

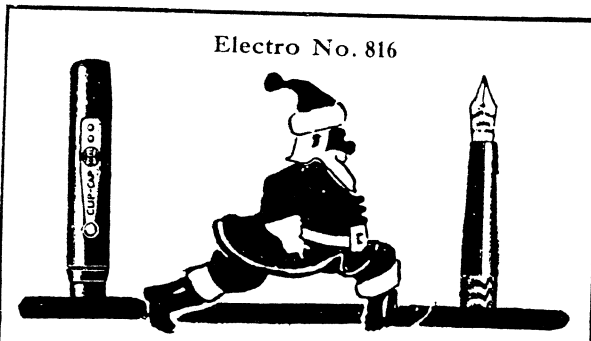
PRETTY
HOLLY
BOX



WITH
EVERY
PEN

☞ It's every man's Xmas choice.





What Do You Get

When you buy Xmas gifts?

Look out for make-shifts which are neither a warranty of affection nor a manifestation of good taste.

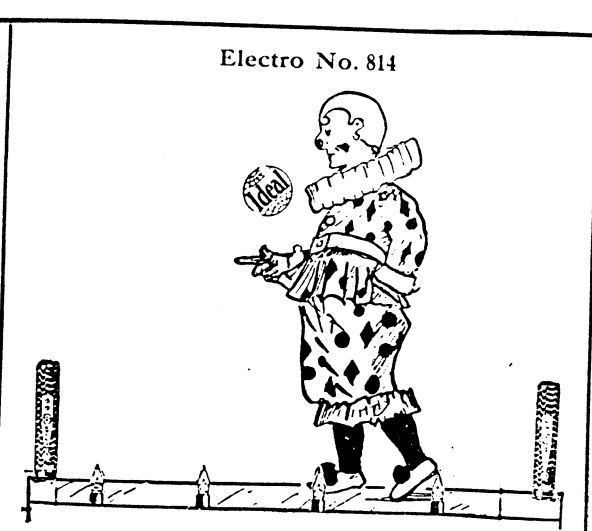
**Waterman's
Ideal
Fountain Pen**

Is sure of appreciation wherever it may be sent.
Compact for mailing—artistic—certain in service and utility.

The choice of millions for Xmas giving.

Look over our styles and see where Waterman's Ideal Fountain Pen is adapted to your Xmas needs.

Prices: \$2.50 upwards and splendid value at all prices. This pen is the genuine.

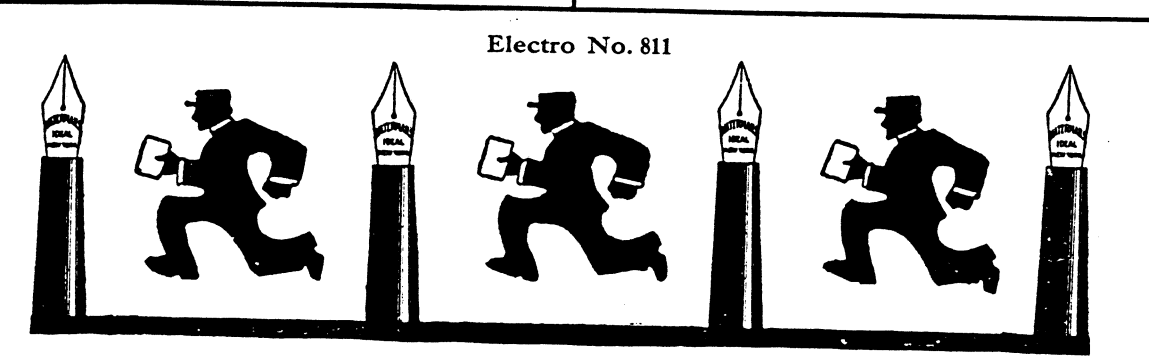


MUST MAKE GOOD

It's after Christmas that the gift must make good—must furnish its warranty for having been worth giving.

**Waterman's
Ideal
Fountain Pen**

makes good in service as well as in presentation beauty.
From \$2.50 up. You can give one to everybody.



Last Minute Xmas Suggestion

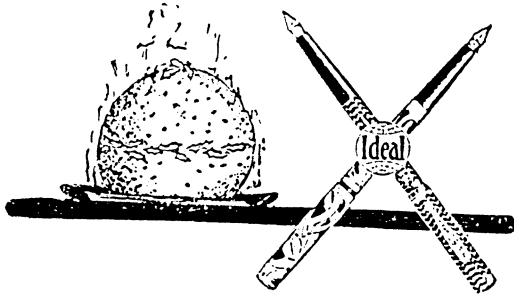
☞ There's a Waterman's Ideal Fountain Pen precisely suited to your needs for Christmas giving, you can get it now.

<p>PRETTY HOLLY BOX</p>		<p>WITH EVERY PEN</p>
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☞ It solves the gift question.



Electro No. 815

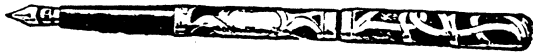


WHATEVER CHANCES

You may take in buying for your own use—Christmas buying will admit of no risks. The Christmas gift must be proven in its utility—sure in its satisfaction. Years of Christmas giving have set the seal of worth on Waterman's Ideal Fountain Pen.

**Waterman's
Ideal
Fountain Pen**

Last year's recipients are this year's buyers. Come in to-day and try out the points—fix your choice of styles—we're bound to suit you, because there's a style to suit everybody. Prices: \$2.50 upwards; splendid value at whatever price



Electro No. 813



No Better

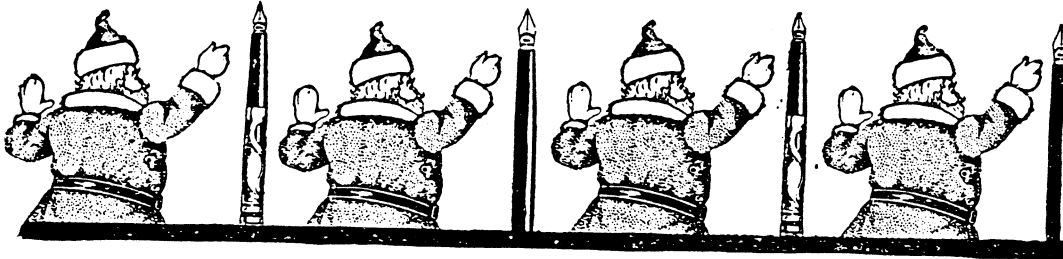
or more serviceable present for any member or friend of the family than **Waterman's Ideal Fountain Pen.**

Each pen, whatever the price, is boxed in an attractive Holly decorated box, thus making a complete gift.

From \$2.50 upward.

Mortised Here

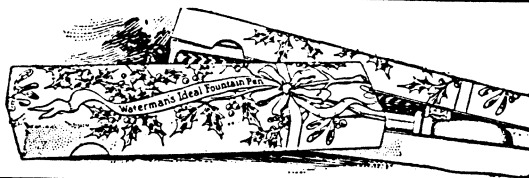
Electro No. 810



The Christmas Choice

The Fountain Pen of to-day—Waterman's Ideal—is as good years after use as it is when bought. The practical Xmas present for every one.

PRETTY
HOLLY
BOX



WITH
EVERY
PEN

The Christmas Choice



801 Get Away From Water
Get out into where the air is pure—a to brains. And if your work work with Waterman's Ideal Fountain Pen you will never regret it. It's always ready to go when you need it. Price is right.

802 Hits the Heart
No matter what the occasion, Waterman's Ideal Fountain Pen will fit it. It's always useful.

803 Get Down to Business with Waterman's Ideal Fountain Pen

804 If You Stood By and dictated the kind of pen you liked best, we shaped it according to your pen writing and typing, or my long and stubby—you could get a pen that would suit you better than any other pen from the wide selection of styles shown in Waterman's Ideal Fountain Pen.

805 Waterman's Ideal Fountain Pen
SPEED
You don't lose any time with Waterman's Ideal Fountain Pen. It's where it should be when you want to write. It will not even get out of the desk. The flow of ink is the most you can make, steady, even, smooth. There's no time lost in drying and you can do it quickly. We clean a wide variety of pens. The style here illustrated sells at \$1.50. With a larger pen and handsome mounting the price goes up to \$2.00, and more if oak, mountings are ordered. Pens arrive well at \$1.50 and up.

806 The Spoon Feed
on your desk, or home is always ready to go when you need it. It's always ready to go when you need it. Price is right.

807 A GOOD STENOGRAPHER
can write 150 words a minute with a good pencil—125 with a steel pen; but the speed is increased to 175 with Waterman's Ideal Fountain Pen. The flow is even and ready.

808 The Spoon Feed
The flow is even and ready.

809 Waterman's Ideal Fountain Pen
Feed will neither leak nor soil. It's a companion for anybody anywhere. It's a pen in any style not shown here. The Clip-Cap, shown on the side, keeps the pen where you put it.

Plain, chased or mottled holders, from \$2.50 to \$8.00.
Gold-mounted holders, from \$3.50 to \$8.00.
Silver filigree holders, from \$3.00 to \$12.00.
Clip-Caps: German silver, 35c. extra; sterling silver, 50c. extra; gold-filled, \$1.00 extra; solid gold, \$5.00 extra.
Some with college and fraternity emblems on the metal band.

Half-Tone Cuts of Pens—Presentation Styles. (See Nos.)
Line Cuts of Pens—Regular Styles. (See Nos.)

A Book Full of Cuts

IN addition to the electrotypes reproduced on the preceding pages, and which are particularly adapted to holiday advertising, we have a number of others that we have especially prepared for dealers' use in the local newspapers.

Facsimiles of these are re-printed above and each one has been given a number.

If you are interested in any one of these electros and care to use it in your local newspaper, make use of the order blank on the reverse side of this sheet and specify the particular one you desire by making use of the number we have given it.

This order blank can also be used for requesting Christmas posters if you have use for more than the one which should reach you with this issue of THE PEN PROPHECY.

If you care to have a copy of our Electrotypes Booklet showing all of these cuts, needless to say we will be very glad to send it at any time if requested.

After December Tenth

ORDERS for gold or silver mounted pens received after that date will be filled only on the understanding that they are for positive sale and are not returnable. No goods on memorandum.

Those who are acquainted with our method of doing business will realize the justice of this ruling, because it would be unfair to expect us to send goods billed on memorandum only, and therefore practically on approval, between the 10th and 25th of December, when it will be a matter of difficulty for us to fill positive sale orders.

The Pen  Prophet

Waterman's  Ideal Fountain Pen
The pen with  the Clip-Cap



Patch, Sterling	Repousse, Sterl'g	B'ycorn, Sterl'g	Chased Filigree	Rose, Sterling	Chased, Sterling	Filigree, Sterling	Golph., Sterling
No. 404 . \$10.00	No. 404 . \$11.00	No. 222 . \$4.00	18Kt. Gold-filled	No. 214 . \$8.00	No. 222 . \$6.00	No. 12 . . \$5.00	No. 402 . \$7.50
18Kt. Gold-filled	14Kt. Solid Gold	No. 224 . 7.50	No. 0314 . \$8.00	<i>Clips add to cost</i>	No. 224 . 8.00	No. 14 . . 7.00	No. 404 . 11.00
No. 0502, \$10.00	No. 504 . \$40.00	14Kt. Solid Gold	14Kt. Solid Gold	Ger. Sil., \$0.25	18Kt. Gold-filled	No. 16 . . 9.50	18Kt. Gold-filled
No. 0504 . 15.00		No. 324 . \$20.00	No. 314 . \$20.00	Sterling Sil. .50	No. 0324, \$10.00	18Kt. Gold-filled	No. 0502, \$10.00
				Rolled Gold 1.00	14Kt. Solid Gold	No. 0512, \$10.00	No. 0504 . 15.00
				14Kt. Solid 2.00	No. 324 . \$25.00	No. 0514 . 12.50	14Kt. Solid Gold
						14Kt. Solid Gold	No. 504 . \$40.00
						No. 514 . \$25.00	

L.E. Waterman Co., 173 Broadway, N.Y.
209 STATE ST. CHICAGO. 8 SCHOOL ST. BOSTON. 742 MARKET ST. SAN FRANCISCO. 136 ST. JAMES ST. MONTREAL.

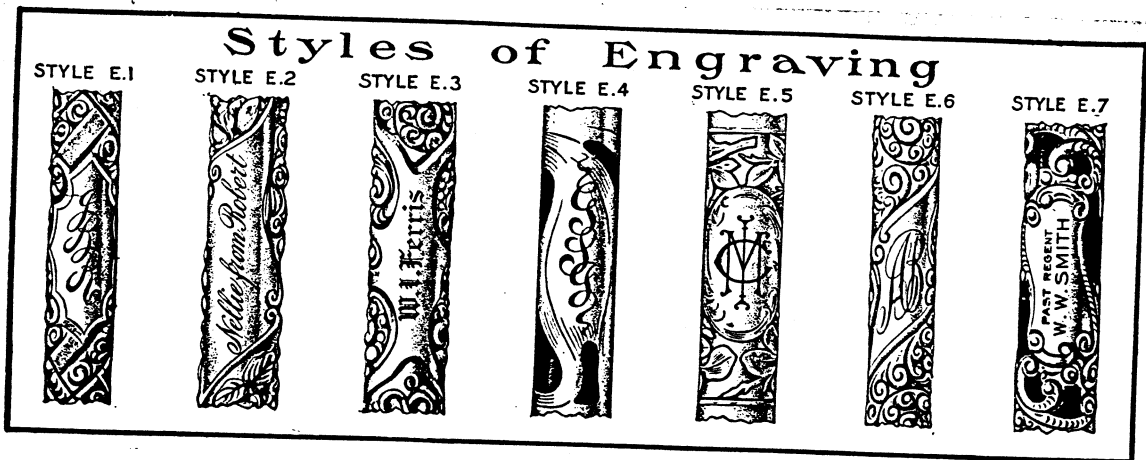
Waterman's Fountain Pen

The pen with  the Clip-Cap

This pen is everything that one could desire in a writing instrument. There are more than fifty styles, with different varieties of pen points from which to choose. A few styles are shown on the inside pages.

Gold pen points vary in size from No. 2 to No. 8, as indicated by the unit figures in all numbers. No. 2 is the smallest and No. 8 the largest.

Gold or silver mounted pens may be engraved in any of the styles shown below.



Prices for various styles of engraving shown above are given herewith

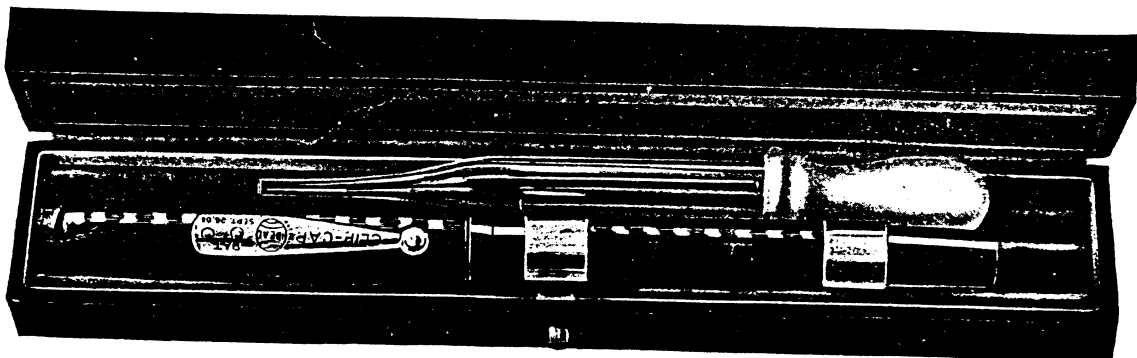
Script	Style E2		4c. per letter
Block	" E7		6c. " "
Old English, small	" E3		10c. " "
Old English, capitals only	" E3		15c. " "
Dropped cipher	" E1	(3 letters or less)	40c. per pen
Script monogram	" E6	" "	40c. " "
Ribbon monogram	" E4	" "	75c. " "
Block monogram	" E5	" "	75c. " "

No engraving done for less than 15c.

Orders for engraving cannot be executed before Christmas if received later than December 15, 1906

Engraving quotations expire January 1, 1907

Prices are not subject to any discount



Beautiful plush-lined leather boxes furnished with all Gold or Silver mounted pens—appropriate holly boxes with all unmounted pens